

# ORLANDO NORTH SEMINOLE COUNTY

**Tourist Development Council Meeting**  
**March 16, 2017**  
**County Services Building, Room 3024**

**IN ATTENDANCE:**

Frank Cirrincione, Commissioner Carlton Henley, Vice-Chairman Bruce Skwarlo, George Speake

**ABSENT:**

Chairman Gary Brender, Don Dougherty

*A quorum was not present*

Vice-Chairman Bruce Skwarlo called meeting to order at 3:08 pm

**APPROVAL OF JANUARY 19, 2017 MINUTES:**

Approval of January minutes was moved to May TDC meeting since a quorum was not present.

**PRESENTATION:**

**Central Florida Zoo Update**

**Stephanie Williams, Director of Education, and Charles Davis, Board Chairman**

- The Zoo reached almost 100,000 teachers and students in 2016 through field trips and zoo programs;
- The Bear Aware program is on-going; approximately 1,500 Seminole County residents have been educated regarding bear safety and awareness;
- January, 2017, the zoo hosted more than 6,000 people through field trips and programs; 5,000 in February, 2017;
- The Zoo continues to work with UCF on a pre-vet program partnership, as well as animal behavior courses. Students perform animal behavior studies on Zoo animals and publish the work;
- Sanford Middle School students who participate in pre-vet programming visit weekly. Seminole High School students also visit weekly to shadow the Zoo's vets;

**Upcoming events:**

- Hippity-Hop
- Brews Around the Zoo

- Sunset at the Zoo: This has grown from 12 attendees to more than 100. This is an adults-only event after the Zoo closes at five. Sunset at the Zoo runs from 5pm – sunset. Must be 21 or older to attend. The program allows adults to walk around the Zoo without children;
- Party for the Planet
- Endangered Species Day
- World Ocean's Day
- World Giraffe Day
- The Bear Habitat Exhibits is opening soon. It is scheduled to be finished in be completed at the end of April; the Zoo will have an opening event in May/June.

George Speake commented that the financials have definitely improved; George thanked the staff for providing more-detailed information.

**Question:** Where is \$170,000 government support originating?

**Answer:** The funding is from a variety of sources: Seminole County Govt., Florida Fish and Game, and will go towards the Bear Habitat. It is not related to TDC money.

**Question:** Can the Zoo break down where the TDC grant dollars are spent?

**Answer:** Yes

#### **PRESENTATION:**

##### **Orlando Sanford International Airport**

##### **George Speake, Executive Vice President and COO, Orlando Sanford International Airport**

- PowerPoint presentation highlights the airport's expansion project;
- **2016 Passenger Stats:**
  - 2,752,410 passengers; an increase 10.98 %;
  - 2017 passenger numbers will increase 5-8%; 10-12% in 2018. Allegiant helps drive these numbers;
  - 2,449,035 domestic passengers; an increase of 9.68%;
  - 303,375 international passengers; an increase of 22.70%. International passengers draw dollars to the area.

**Question:** Kristen Murphy asked if these increases have been noted from a particular area or across the board?

**Answer:** Allegiant is continuously adding destinations, which plays a role. New international flights, as well as frequency, influence increases. George will provide Paradise with this information.

- Capacity numbers: Average low-90s to mid-80's. Interjet is at 70%;
- SFB is one of the fastest-growing small hubs in the country. OSIA is ranked 82 out of 547 commercial service airports for passengers served;
- 5<sup>th</sup> busiest airport in the nation for operations (landing/take offs);
- 7<sup>th</sup> busiest in Florida;
- 32<sup>nd</sup> busiest in the United States due to flight school. Though the school does not draw dollars, it does help with operation numbers;
- 23,494 employees;
- Payroll: \$26,858,000;

- Economic impact of \$3.1 billion to Seminole County;
- Ranked 4<sup>th</sup> based on number of airlines;
- Some projects: FP&L storm hardening; baggage belt replacements; Terminal B outbound; Via Air is a new airline flying to Charlotte; the new hotel is moving slowly but still in the works – Hampton Inn & Suites;
- \$44M terminal expansion project is at 90% design;
- The project will take three phases over 2.5 years; screening area consolidated during 1<sup>st</sup> phase; ticket counters during 2<sup>nd</sup> phase; gate and baggage claims during 3<sup>rd</sup> phase;
- New bathrooms, nursing station, playground, new concession areas are also part of the plan;
- An historic airplane will be restored and placed on a pedestal (restoration of both first and last planes from base);
- The Memorial Committee will create a permanent spot for the memorial of historical naval base items;
- November 3, 2017 is the 75<sup>th</sup> anniversary of the airport and the base;
- The Allegiant East Coast Training Facility is located adjacent to the airport

**Question:** What is the time line for construction and completion?

**Answer:** May, 2017 the project goes out to bid, construction begins in late-summer, 2017. 2.5 years for construction (as long as funding is approved). No direct tax dollars are being utilized. This is a DOT grant, passenger facility fees and airport funds.

**Question:** What is the projection for new jobs?

**Answer:** Concessioners for sure, airline pilots, flight attendance and maintenance crews live in the area, but those jobs cannot be projected at this time.

**Question:** What is the average time a passenger spends in the terminal?

**Answer:** 40-60 minutes domestic; two hours international.

- Concessions will be revamped to add more name-brand concessions;
- Over the years, the airport has been constructed on an “as needed” basis. This expansion project is focused on future needs;
- Ultimately the airport would like to add a restaurant that is not just for passengers, but also the public, potentially overlooking the airfield.

## **TOURISM UPDATE:**

### **Tricia Setzer, Chief Administrator, Economic Development and Community Relations**

- Sports commission contract has been written and reviewed. The process: Paul Chipok with County Legal reviews, then the County Manager, then the BCC. Currently six months into the current contract. Danny Trosset, Joe Abel and Tricia have been performing an assessment of CFSC performance, and are meeting with CMO next week. That assessment may influence possible changes to the contract.

**Question:** Are we currently operating under a reduced (fee) contract?

**Answer:** No we are still within the parameters of the original contract since the new contract has not been executed.

- Tourism held a BCC workshop regarding the marketing contract workshop on February 14. The current contract expires at the end of the fiscal year, Sept 30, 2017. At the workshop, the BCC discussed scope content, since things have changed since the last time the scope was written about 9/10 years ago;
- The contract will focus on three areas: sports, leisure, and social media. If no one bids on all 3, or there are differences in the bids, that may lengthen the interviewing process. Applicants will dictate how the board will determine costs.

**Question:** What is the process if no one bids on a segment?

**Answer:** Not necessarily a concern, but we would go back out to bid on that particular segment. The interview panel can decide to reject bids or go back out to bid. It is at the discretion of the board.

- The RFP is almost complete, it just needs to go to the CMO for review. The interview panel is comprised of Tricia Setzer, Joe Abel, TDC Chairman Brender, Meloney Lung, and George Speake. Our goal is to have the BCC vote on the contract by the end of July;
- Budget dashboard should be more-clear regarding on where money is spent. It shows end of February numbers, not the end of the quarter. The numbers in the dashboard are those that the tourism office influences (not internal department charge-backs). Meaning if we need to increase or decrease lines in the budget we can do so;
- Numbers will and do change based on actualized revenues
- We added a projected five-year tax collection page. Tricia notes that this is a conservative estimate, but does show a slow steady increase since October.
- Up 6.1% as of October. Also noted that Cecilia Monti can adjust numbers based economic influencers;
- Frank Cirrincione is back on the TDC as District 4 representative. Two seats remain open; we are somewhat challenged by the requirement that representatives must live in Seminole County. The TDC is made up of three hoteliers, the largest city, two other government elected officials (one is BCC specific) and remaining seats are attractions that do not collect the tax.

#### **Gui Cunha – Tourism Manager**

- Per Chairman Brender's request, we have added event involvement to our report;
  - The Highland Games were held in January; Tourism collected content to market the event in 2018;
  - Sonny's BBQ Challenge and Love Your Shorts Film Festival, as well as Food Stock were attended by Tourism staff to promote and host live social media from these events;
  - City of Lake Mary received Visit FL grant funding to market the Lake Mary/ Heathrow Arts Festival;
  - Smash is a craft beer festival (Single Malt and Single Hop) that the Hourglass Brewery has organized to bring craft brewers to our area. Local breweries are participating, as well as brewers from Tampa and Miami. Appx. 40 breweries are anticipated with 1,000 attendees. May, 2017;
- 
- Events in planning stage:

Food festival (Orlando Seminole County Food Fest)

Sip and Stroll Harvest Festival

New Oviedo amphitheater is hoping to bring a music festival to the area

- Similar to the DOS meeting, Tourism has started a F&B meeting to meet regularly with restauranturs in the area;
- Working on Aug/Sept FAM to host travel agents. Allegiant is interested, hopefully hotels can also partner. This FAM will host 15-40 travel agents. This goal of this FAM is to create packages. Sell to the Allegiant markets, as well as work with TUI.
- Hello Florida, a tour company, is exploring starting tours in Seminole County, Lake Mary, Downtown Sanford, Altamonte;
- STR numbers will be provided at next TDC meeting (two months);
- Love Your Shorts film festival held in Sanford with International submissions as well as local. Goal to expand in the future.

## **OCCUPANCY REPORT:**

### **Red McCullough**

- Occupancy is 83%
- YTD is at 84.2%; up by .4
- ADR \$120.25
- Believes March will be a down month with occupancy at 78.5% and ADR at \$108
- Red's report is based on 18 hotels, while the STR is based on 37
- We are not allowed under the STR contract to replicate their report, however, Gui could put together a summary and have that included in the next TDC meeting
- In order to reach 80% for the YTD we would need 36000 more room nights

## **SPORTS UPDATE**

### **Danny Trosset, Sports Tourism Manager**

- National Field hockey convention will bring 250-300 coaches Jan 9-12, 2018. Jan 14<sup>th</sup>, teams coming to play at the sports complex. This is the 1<sup>st</sup> field hockey event in the County and should generate an estimated 3,000 room nights, 18,000 visitors, \$8.5 economic impact;
- Tournament moved to Sports Complex primarily because of turf fields;
- This event is similar to ECNL in that it is a showcase for girls field hockey;
- Performance numbers are not totally complete (room nights for current events) as not all numbers have been reported back from hotels;

## **PARADISE UPDATE:**

### **Kristen Murphy, Account Manager, Paradise**

- Showed new aerial photos;
- Showed new sports hype video;
- Discussed Danny presenting this at the NASC event at end of March;
- Working on the spring/summer campaign which will include April through July highlights;
- Presented digital banners for the campaign;

## **PUBLIC RELATIONS:**

### **Mary Jane Kollasa, Public Relations Account Director, Paradise**

- Several national stories about our destination on msn.com and fox.com;
- Working with Tourism staff on upcoming FAMs;
- Upcoming travel/writer's conference; attending on behalf of ONSC;
- Planning sports complex 1 year press announcements;
- Beginning to promote the summer and fall seasons

**Question:** How does Paradise represent ONSC at conferences?

**Answer:** We participate in the Media Marketplace, which is set up like speed dating. Representatives meet with all firm attendees; there are also break-out sessions where Paradise can further promote our destination.

## **SOCIAL MEDIA:**

### **Jessica Mackey, Social Director, Paradise**

- Overview of social media 2014 through 2016:
  - 17.5 million Impressions from our social channels
  - 27.5 thousand engagements across Twitter, FB, Instagram
  - 26.2 thousand links clicked
- Engagement depends on the platform: if someone likes or comments or even opens something on social media- it's basically any interaction.
- Three Instameets in 2016
- 3 travel chats each month
- Focus on continuing with more paid dollars behind content, drive awareness of our destination.
- Instameets host local influencers and their followers have a platform that others follow. This give those influencers an opportunity to showcase their venue. Paradise posts this content, which builds awareness.

**Question:** Do we have specific hashtags?

**Answer:** Yes #DoNorth

We will not have TV spots or billboards—too expensive. The campaign is mainly digital this year.

Vice Chairman Skwarlo asked attorney Paul Chipok if we can table the ethics training based on not having a quorum. Paul said yes we can do that.

**OLD BUSINESS:** None

**NEW BUSINESS-** Soldiers Creek reopening on May 17, 2017, 6pm – 8pm

**Meeting adjourned 4:58**